

# Marketing Across Cultures

*Jean-Claude Usunier, Julie Anne Lee*  
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In an increasingly interconnected global business environment, it is crucial that marketers recognise how a better understanding of cultural differences can help improve performance. Marketing Across Cultures examines how multinational companies can appreciate and adapt to international diversity. By comparing national marketing systems with local commercial customs, Usunier and Lee use a cross-cultural approach that provides essential information on how marketing strategies can be implemented in different national contexts. Full of up-to-date examples, numerous illustrations and using clear language, this text will guide students through key cultural marketing issues.

From the Back Cover Marketing Across Cultures , 6th edition, by Jean-Claude Usunier and Julie Anne Lee In an increasingly interconnected global business environment, it is crucial that marketers recognise how a better understanding of cultural differences can help improve performance. Marketing Across Cultures examines how multinational companies can appreciate and adapt to international diversity. By comparing national marketing systems with local commercial customs, Usunier and Lee use a cross-cultural approach that provides essential information on how marketing strategies can be implemented in different national contexts. The sixth edition has been extensively rewritten. The order of chapters and sections within them has been changed to improve the readability and flow of ideas. It is full of up-to-date examples of internationally recognised companies that illuminate the various theories that underpin this area. Using clear language and numerous illustrations, the text guides students through key cultural marketing issues, including new material on hot topics such as e-networking, sustainability and the global economic crisis. About the authors Jean-Claude Usunier, Professor of Marketing at HEC, Lausanne, Switzerland Julie Anne Lee, Associate Professor at The University of Western Australia The students' companion website contains new links to provide the reader with latest information online. A lecturer's guide and PowerPoint slides are also available to accompany this book. [www.pearsoned.co.uk/usunierlee](http://www.pearsoned.co.uk/usunierlee)